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world.

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The book is divided into three parts, 1) curating trends, 2) non-obvious trend report, and trend action guide. The section on trend action quite includes an excellent discussion on how organizations should conduct workshops to take advantage of the trends coming from social/cultural developments and personal insights.

### **Books similar to Non-Obvious: How to Think Different ...**

We believe the world needs more non-obvious thinking.  
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### **Non-Obvious: Rohit Bhargava: 9781940858104:**

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Ironically - Too Obvious Non Obvious is simply an enlargement

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on various consultant-speak concepts, like "Think outside the box." It is a handbook for sharpening a brand and customers' "relationship" to it.

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His thinking on business trends and annual trend research called the Non-Obvious Trend Report has been viewed more than half a million times online and his personal blog has been named one of the top 25 marketing blogs in the world by AdAge magazine.

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